

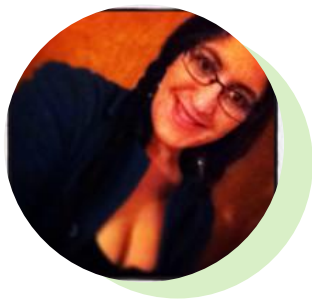


# Guest Speakers



**Emily Whalen**

Marketing Manager



**Katelyn Sauer**

Development & Patron  
Services Manager



# SUMMITTING

# STRATEGIES:

Maximizing Spextrix for the Climb Ahead

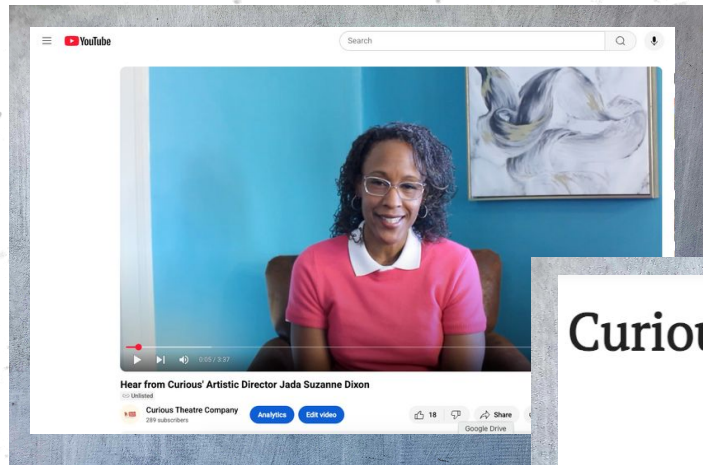
Katelyn Sauer & Emily Whalen



CURIOUS  
THEATRE  
COMPANY



# IS CURIOUS OK?



## Curious Theatre Company in financial fight for its life | John Moore

Marquee local company must raise \$250,000 by July to address critical needs

John Moore [john.moore@denvergazette.com](mailto:john.moore@denvergazette.com) Mar 22, 2024

## Curious Theatre is putting its Acoma Center performing space up for sale

Future of respected company – and where it will play – will depend largely on who buys its building

John Moore [john.moore@denvergazette.com](mailto:john.moore@denvergazette.com) Jun 8, 2024

**WELCOME TO**

**THE ASCENT!**

**Season 28**



Elevation:

**CURIOUS  
THEATRE  
COMPANY**



**SEASON 28 WILL BE  
OUR 9<sup>TH</sup> SEASON**

**SPEKTRIX** 

Name	Description	Date Created	First Instance	Last Instance	Next Instance
<u>24 Hour Plays - 2024</u>		5/6/2024 3:04:19 PM	6/26/2024 7:30:00 PM	6/26/2024 7:30:00 PM	
<u>8 Nights</u>	Eight Nights by Jennifer Maisel Directed by Amy Feinberg A staged reading to raise awareness and funding for the Hebrew Immigrant Aid Society. A suggested donation of \$20/ticket	11/29/2018 12:13:04 PM	12/9/2018 6:30:00 PM	12/9/2018 6:30:00 PM	
<u>A Case for the Existence of God</u>		4/30/2024 1:24:34 PM	1/16/2025 7:30:00 PM	2/16/2025 2:00:00 PM	
<u>A Conversation with Bruce Norris</u>		1/9/2025 5:32:38 PM	3/16/2025 5:30:00 PM	3/16/2025 5:30:00 PM	
<u>A Toast to Talent: An Intimate Evening with Regina Taylor</u>		1/9/2025 5:43:46 PM	5/20/2025 6:00:00 PM	5/20/2025 6:00:00 PM	
<u>Acoma Series   The Living Room</u>		12/7/2022 12:07:23 PM	1/14/2023 4:00:00 PM	1/14/2023 4:00:00 PM	
<u>Admissions</u>		1/10/2019 9:02:36 PM	3/12/2020 7:30:00 PM	4/20/2020 2:00:00 AM	
<u>Alma</u>	"Who does the American dream belong to?" Alma and her daughter, Angel, made 16 wishes long ago: good health, love, carne asada every day, perfect SAT scores, and a spot at UC Davis, to name a few. But now that Angel is 17, she's got a different vision for her future than her immigrant single mom. This poetic, funny, and timely piece was developed at the Denver Center Theatre Company's New Play Summit in 2020.	5/11/2022 2:40:36 PM	1/12/2023 7:30:00 PM	2/1/2023 7:30:00 PM	
<u>Alma Student Matinee</u>		12/1/2022 11:34:38 AM	2/15/2023 10:00:00 AM	2/17/2023 10:00:00 AM	
	"Where is my son!?" In the middle of the night, a mother paces a police station, trying to pry information about her son, Jamal, from evasive detectives. As the police and the story unwinds, the audience learns how Jamal's interracial parents widens the racial divide. The prestigious Laurents/Hatcher Award winner and New York Times Critic's Pick, this explosive play examines our nation's racial divide through the eyes of parents on the brink. With local favorite and C...	6/16/2021 12:04:52 PM	11/4/2021 7:30:00 PM	12/11/2021 7:30:00 PM	

This is 7 years old

Notice the date?  
This show was cancelled!

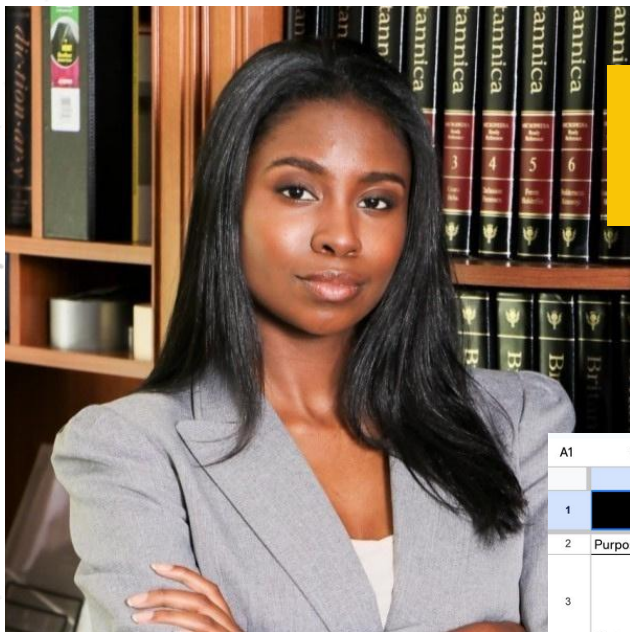
12 pages!

# HITTING THE RESET BUTTON

Elevate Core Functionality

Take Advantage of New Features

Leverage the System to its Full Potential



# NICKASEY FREEMAN

Spektrix Relationship Manager




A1	Item				
	A	B	C	D	E
1	Item	Category	Status	Priority	Notes
2	Purpose: This document serves as a clear way to outline and track the different items and/or growth areas Curious Theatre Company would like to explore/ improve as they work closely with the Spektrix				
3	System Efficiency and Health Check	System Health	Not Started	P3	<div>- to help revamp your system and give your team a bit of a cleaner slate to work with, you can do a system health and efficiencies check to clean up your system</div> <div>- Ideally Summer Time project</div>
4	Digital Passes	Ticketing	Not Started	P1	<div>- Experimenting with Digital Passes this Summer</div>
5	Bookkeeping	Fundraising/Reporting	In Progress- Pending Curious Theatre	P1	<div>- Des would like to understand and potentially revamp your current campaign structure in the system</div> <div>- Sponsorships and events coded correctly for this fiscal year</div> <div>- Feb 24 sponsorships on sale</div> <div>- Guidance on how to reconcile using Spektrix Reports, and would like further clarification across the board about what specific report us use adn how to run those reports for financial reconciliation</div> <div>- Example: P&amp;A card Summary Total is different from the P&amp;A total value undercards</div> <div>- Opportunities Training</div>



# HOW HAS CURIOUS CHANGED?

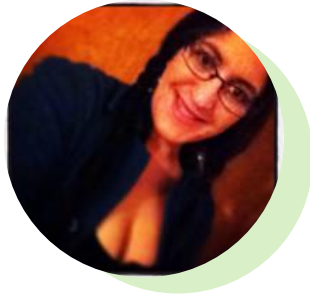
	Packages			Revenue		
	S26	S27	S28	S26	S27	S28
Full	578	522	714	\$105,666	\$99,190.00	\$149,106.60
Flex	NA	16	26			\$8,104.98
3/4 Pack	2	14		\$246	2436	
Totals	580	552	740	\$105,912	\$101,626.00	\$157,211.58
% of S27 totals			134%			155%
S28 Revenue Goal		\$ 200,000				

Tag Group

Name	Grants		
Description			
On web	<input type="checkbox"/>		
 Edit			
<b>Tags in group:</b>			
<i>Name</i>	<i>Description</i>	<i>Auto tag</i>	
Foundations		<input type="checkbox"/>	 
Government		<input type="checkbox"/>	 
		 Add normal tag	 Add auto tag



# Guest Speakers



**Emily Whalen, MA**

Marketing Manager, Curious Theatre  
Company | Arts Admin | Arts Advocacy...

